

85 Years Ago – September 1934

The brand new Morris assembly line produced the first of their “Specialisation” built vehicle. I’m writing of course about my favourite subject, the Morris Eight.

Contemporary advertising says “NZ acclaims The Finest Cars in Morris History, despite the shortness in stocks. NZ brought 757 1935 Morris (of all models) in November, December and January. See them as they glide by . . . style, beauty, well-bred distinction in every line. Drive one and you’ll know why this amazing MORRIS is the best seller of all light cars.”

Some 250,000 Eights designated variously “35”, Series I, Series II and around 220,000 Series E followed. Not widely known is that these were not the first Morris Eights the company produced. In 1932, alongside the 6’6” wheel base ‘Minor’ you could buy the 7’7” Morris 8 Family Saloon or the Morris Sports Coupe.

(Originally contributed by Alan Gulleford on the 50th anniversary in 1984)